

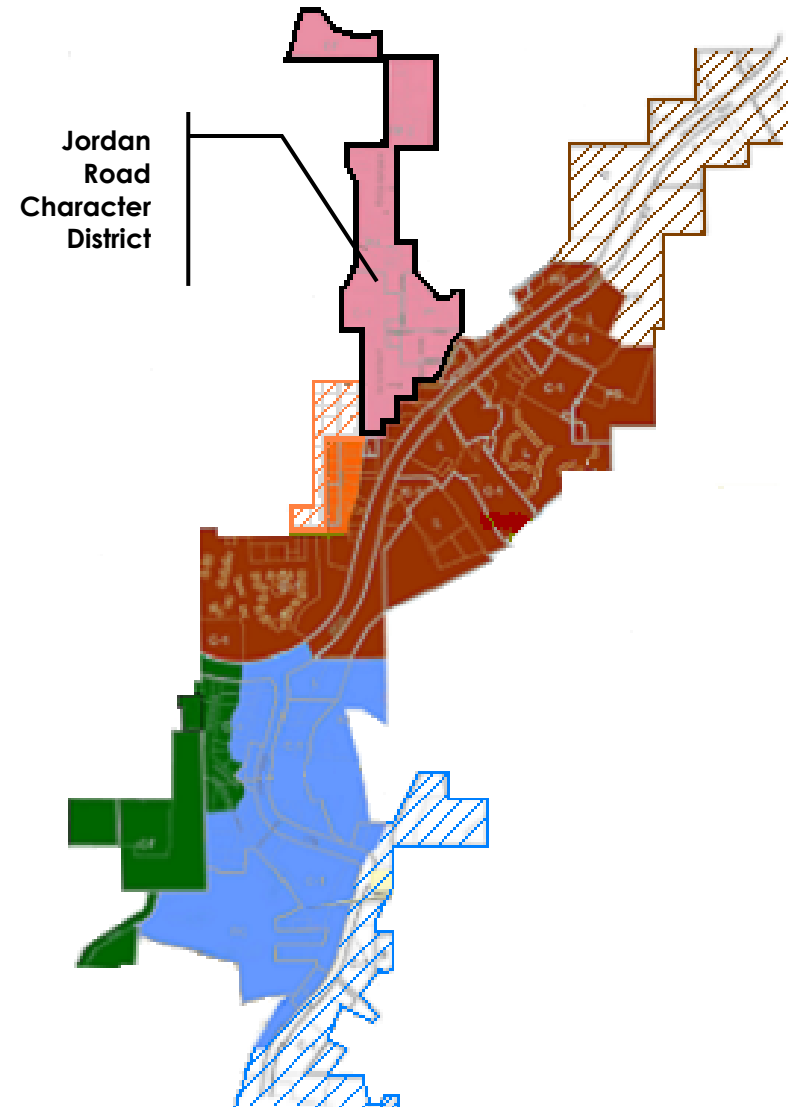
Chapter 4: Jordan Road Character District

4.1 Introduction

The Jordan Road character district encompasses much of the former Jordan orchard and farmstead, which was a significant part of Sedona's history. The southern portion of this district includes commercial, restaurant and office land uses and transitions into residential land uses in the central and northern segments of the district, terminating at the Jordan Historical Park at the extreme northern end. The Jordan Historical Park now occupies the former Walter Jordan House and fruit packing sheds, and is listed on the National Register of Historic Places. A "Pioneer Pathway – historic linear park" along the west side of Jordan Road connects the Sedona Schnebly Memorial Garden within the Uptown Municipal Parking Lot to the Jordan Historical Park.

Character-Defining Features

- Red Rock
- Residential Scale and Character
- Vernacular Architectural Styles
- Variation in Building Orientation and Landscaped Setbacks
- Apple and Peach Trees
- Low Rock Walls and Fences
- Low-key, Monument Style Signage



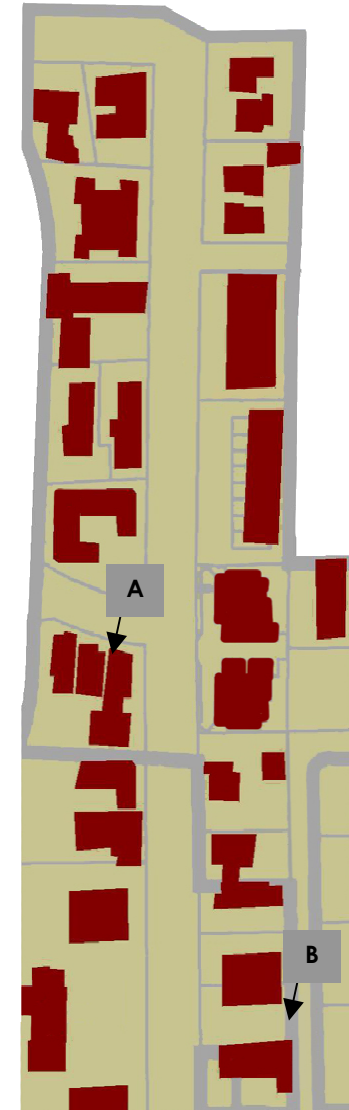
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4.2 Site Design

Building setbacks and building orientation vary throughout the district, adding to its organic, informal nature. Since on-street parking is limited in the district, many front, side, and rear setbacks are used for parking. Screening of these parking areas, as well as the trash dumpsters that line the roadway, is especially important in this corridor.

4.2.1 Building Orientation

- Buildings in the Jordan Road District should be set back from the primary street and sidewalk areas. There should be landscaping in the rear setback area. Parking should be in the rear or sides.
- Side yard setbacks also should vary within the district in the following ways:
 - *Minimal Side Yard Setbacks* – Compact Structures Located in Close Proximity **(A)**
 - *Wide Side Yard Setbacks* – Structures separated by parking, plazas, or landscaping **(B)**
- Setbacks should create visual variety and diversity along the street. Avoid overly consistent treatment and setbacks on adjacent parcels.
- Setbacks should include native plant materials, rocks and low walls (see Section 4.4) in the design. Signs are allowed in landscaped setback areas.



Existing pattern of Jordan Road Character District

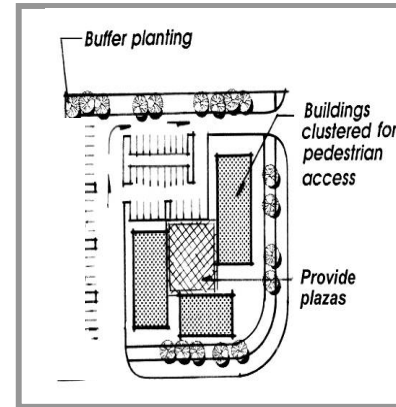


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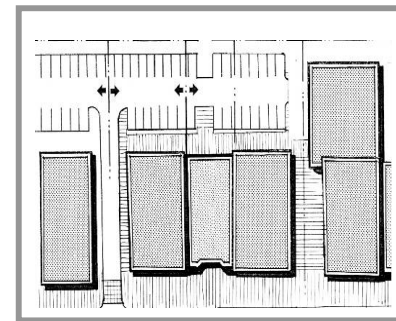
- Cluster smaller buildings on the site to create pedestrian activity areas and/or to avoid blocking viewsheds.
- Outdoor pedestrian plazas, courtyards, and paseos are strongly encouraged.
- Buffer commercial uses from residential uses as much as possible. Building orientation, landscaping, setbacks, and low walls should be used to provide adequate separation.
- The use of low, red rock retaining walls to provide for grade transitions on the site should be encouraged.

4.2.2 Parking

- Locate parking lots to the rear of buildings or side of buildings. With adequate landscaping and buffering, front yard setbacks may be used.
- Parking lots should be broken up into smaller parking modules separated by landscaping.
- The use of common or shared driveways between adjacent uses is strongly encouraged. Shared parking and access agreements are encouraged. Adjacent parking lots should be interconnected when possible.
- The number of access driveways to the site should be minimized and located as far as possible from street intersections.



Cluster buildings to preserve views and increase pedestrian activity.



Shared parking is encouraged.



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- Clearly defined pedestrian walkways or paths should be provided from parking areas to primary building entrances.
- Parking lots should be landscaped to screen the visual impact of parked vehicles from the public right-of-way. Screening should consist of plantings or low rock walls.
- Parking lots should exhibit a rural and non-obtrusive appearance through the use of landscaping and surface materials, such as decomposed granite, exposed aggregate, and reddish tinted asphalt.



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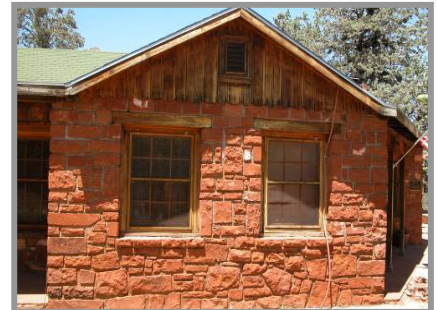
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4.3 Architecture

The Jordan Road district's vernacular and interesting architecture guides the rural theme along the corridor. Red rock buildings that have a local residential style and scale characterize the historic architecture of this district. Although only a few original red rock structures remain, the "red rock theme" should be carried out and included in all new construction, redevelopment, and major exterior renovations.

4.3.1 Architectural Styles

- New construction should be of a local, historic residence scale and style, including elements characteristic of neighborhood homes, such as overhanging eaves, double-hung windows, rock chimneys, front porches, etc.
- Buildings should draw upon existing historic residential architecture, such as Ranch, as well as influences of Territorial and other "western" styles.
- Present day adaptations of historic vernacular styles may be appropriate and will be considered on a case-by-case basis.
- Buildings shall be of a locally historic scale, and appropriate to the neighborhood and adjacent structures.
- Maximum building height shall be limited to 22 feet measured parallel to natural grade. The use of alternate standards to increase building height above 22 feet shall not be allowed.

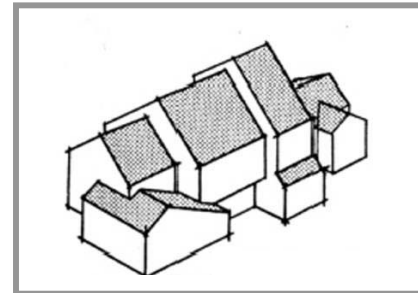


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- Buildings with multiple stories are discouraged and can only be developed with reduced upper story floor areas and building mass ("stepped back").
- Sharp contrasts between the architectural styles on the adjacent parcels should be avoided.

4.3.2 Building Materials

- Red rock is the preferred building material in the district. Other native rock is also acceptable. If red rock is not used as the primary building material, it should be somehow incorporated in the architectural elements or in the landscaping.
- Other materials preferred for construction in the district include:
 - Board and batten
 - Horizontal wood siding
 - If stucco is used, it should be limited and only used to complement the predominant architectural styles of the Jordan Road Character District.
 - Heavy timber



Multi-planed roof

4.3.3 Roofs

- Structures with pitched roofs are recommended.
- Flat roofs may be appropriate for limited portions of buildings, but shall not exceed 25% of the total roof area for the building.
- Roof materials should be consistent with the architectural style of the building, and should



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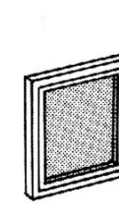
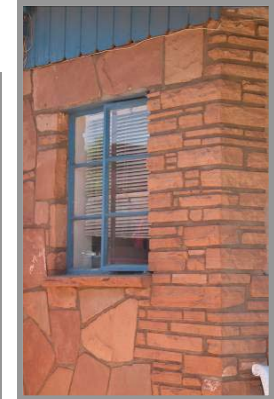
reflect a historically appropriate material for that style, e.g. non-reflective corrugated or standing seam metal, composition shingles, or crushed red rock.

- Multi-planed roofs are encouraged to add desirable articulation.

4.3.4 Windows, Doors and Storefronts

The size, shape, and style of windows are an important feature of an architectural style.

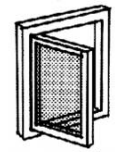
- During renovation of historic red rock structures, original types of windows should be maintained whenever possible. Original windows were generally wood windows that were either fixed, double-hung, or casement.
- New construction and renovations in the Jordan Road District should include window styles consistent with typical historic and/or residential window designs as described above.
- Divided light windows are encouraged.
- Doors should match the materials, design, and character of window framing.
- Doors with natural wood frames are preferred.
- Entries to commercial structures should be clearly defined and articulated.



Fixed window



Double hung or single hung window (upper sash may be fixed)



Casement window



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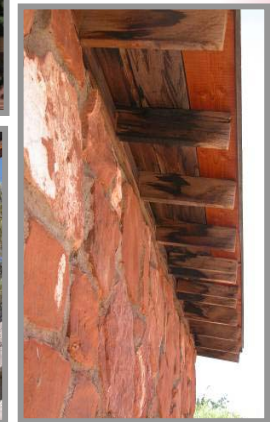
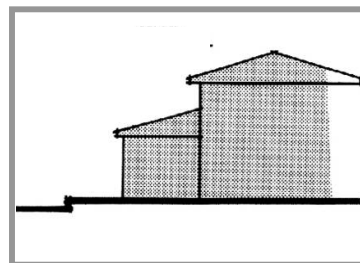
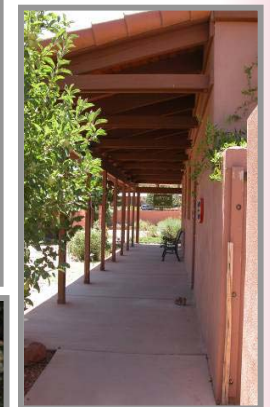


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4.3.5 Architectural Details

Architectural details and features are important to create visual interest and break up the mass of structures in the district.

- Architectural details indicative of locally traditional residential architecture are encouraged, such as:
 - Red rock fireplaces
 - Front porches
 - Overhanging eaves and exposed rafter ends
 - Pitched roofs
- Other details that create architectural interest and break up building mass are also encouraged, such as:
 - Red rock pillars and red rock wainscots or bulkheads
 - Ironwork details
 - Front or side arcades of small-scale and simple posts
 - Hanging or mounted light fixtures with decorative metal brackets
 - Decorative scuppers, catches and downspouts consistent with the predominant architecture style of the building
- Exterior lighting should be designed as part of the overall architectural style of the building. The lighting of full façades or roofs is prohibited.
- Awnings are discouraged in this district.



*Upper stories shall be
"stepped back".*

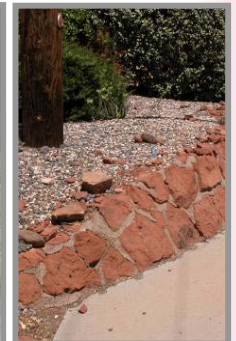
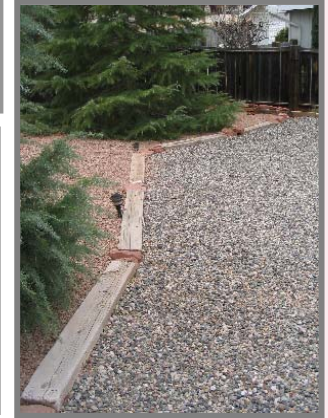
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4.4 Landscaping & Amenities

New landscaping, public spaces, and other design amenities should reflect the history of the Jordan Road area and should include some fruit trees where possible and practical. Low red rock retaining walls are a common, vernacular and functional feature as the structures adapt to the gentle upward slope of the entire area and change in level from street to street.

4.4.1 Landscaping

- Fruit trees, indicative of the area's heritage, should be planted where possible as well as native shrubs and landscaping materials.
- To foster a natural and informal look, uneven tree spacing is recommended except when plants are being used to create screening.
- In-the-ground landscaping should comprise the majority of the landscaping. However, raised planters are acceptable when designed to accentuate the architecture and/or enhance pedestrian areas.
- Natural rocks and boulders consistent with local geology are encouraged in landscaped areas to add interest and variety and should be grouped in a manner that reflects the natural rock outcroppings in the area.
- Landscaping should be used for screening parking areas, refuse storage, and utilities, as well as for aesthetic purposes.



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4.4.2 Public Spaces and Amenities

- The provision of intimate pedestrian-oriented spaces is strongly encouraged. The following types should be considered:
 - Small plazas and courtyards
 - Outdoor dining patios
 - Pathways and paseos between buildings and/or to parking areas
- Trees and landscaping should be incorporated into the plaza design, providing shade if possible.
- The addition of pedestrian amenities in plazas, courtyards, and paseos is strongly encouraged:
 - Benches and seating
 - Trash and recycling receptacles
 - Cigarette receptacles
 - Umbrellas or simple shade structures
 - Bicycle racks
 - Drinking fountains
- The size and design of private site amenities should be compatible with the architectural style of the building to which it relates. Red rock and wood are preferred materials for site furniture.
- Public art, kiosks, and interpretive signs may also be incorporated as an integral part of courtyard, plaza, and paseo designs. Murals are not allowed.
- The use of decorative paving in plazas, courtyards, and paseos is strongly encouraged.



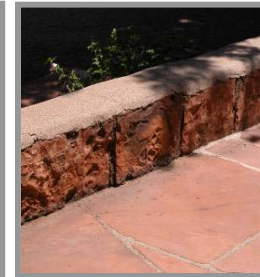
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4.4.3 Walls and Fences

- Low walls and fences are encouraged to accommodate changes in topography, provide for screening/separation, create seating areas, or enhance landscaping.
- Preferred materials include red rock and wood.
- Elements made of iron and other materials may be integrated into fence and wall designs if responding to architectural details.
- Chain link fencing, security wire and razor wire are not permitted.
- Walls and fences should be no higher than 3 feet unless used at in the rear yard to separate residential and commercial uses.



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4.5 Commercial Signs

Signs in this district should be low-key and should incorporate natural materials. Signs are often located in landscaped setbacks and, less frequently, on building facades.

4.5.1 Sign Materials

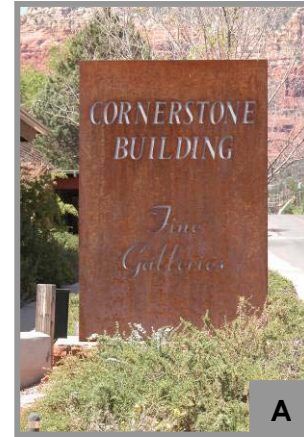
Preferred sign materials for the Jordan Road district include:

- Wood (carved, sandblasted, etched, properly sealed and painted, or stained)
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against erosion)
- Red rock may be used as a base or integrated into signage.
- Landscaping should be integrated into the base of monument and freestanding signs. Supporting hardware of wood or decorative iron/steel is encouraged.

4.5.2 Appropriate Sign Types

The following sign types are preferred in the Jordan Road character district.

- Low-scale **Monument Signs** with pedestrian-oriented detail are appropriate in landscaped setback areas. **(A)**



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- **Freestanding Signs** supported permanently upon the ground by short poles may also be appropriate for businesses set back from the sidewalk edge. **(B)**
- **Wall Signs** may be located where façade features or details suggest a location, size, or shape for the sign. **(C)**
- Sign programs are required for multi-tenant centers.
- Individually mounted internally illuminated channel letters and internally illuminated plastic faced cabinet signs are prohibited.

